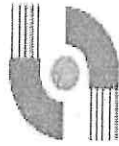


MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

DEN 5048 – EFFECTIVE COMMUNICATION SKILLS

04 MARCH 2016
3.00 p.m – 5.00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 printed pages with 3 sections only.
2. Answer ALL questions in Sections A, B and C.
3. Write ALL your answers for all sections in the answer booklet.

SECTION A [30 MARKS]**Question I: Multiple-Choice Questions (5 marks)**

Instructions: Read each question and choose the **BEST** answer.

1. A profile in your resume serves as a banner and also acts as your “selling point” to your potential employer. It contains all of these EXCEPT
 - A. personal attributes
 - B. main skills and experience
 - C. explanation on the education background
 - D. brief overview on the suitability of the candidate to the position offered
2. Memos are _____.
 - A. always preferable to letters
 - B. meant to be distributed broadly
 - C. internal forms of communication
 - D. daily summaries of important events
3. Non- verbal communication _____.
 - A. consists of gestures only
 - B. contributes a great deal to oral communication
 - C. does not include vocal sounds such as murmurs and gasps
 - D. can indicate the judgement towards our initial evaluation based on an individual's appearance
4. Active listening when receiving a telephone call is
 - A. allowing the caller to talk at all times
 - B. jotting down information as the caller talks
 - C. putting the caller on hold and getting someone else to address the issues
 - D. asking questions or using prompts to ensure the caller gives precise information
5. Which of the following is TRUE about email?
 - A. Email cannot transmit images.
 - B. Email is a low cost way to send and receive messages.
 - C. Abbreviations and contractions are not allowed in email.
 - D. Email is seen as less formal and therefore the use of “slang” is acceptable.

Continued...

Question II: Fill in the blanks (10 marks)

Instructions: Read each question and choose the BEST answer from the options given below.

subject matter	minutes	misinterpretation	encoding	agenda
decode	low self-esteem	vicarious experience	tone	recommendation
salutation	empathy	communication	self-disclosure	sympathy

6. To determine the _____ of the business letters, the writer must consider why he is writing the document, who the recipient is, and what language to be used in the writing.
7. _____ is one of the sections in a report where actions and suggestions to address the issues concerned are stated.
8. Sally constantly feels that she is "not good enough". She has been in a series of unhealthy relationships, is frequently belittled by her boss and constantly tells herself "I'm not good, I'm not worth it". Sally is displaying a classic sign of _____.
9. The recipient has to _____ and ensure the messages received are routed promptly and are given the attention they deserve.
10. We can build self confidence by watching others perform a task, that either we have never done before or we have done with little success. This method is known as _____.
11. The stage which involves putting the information into an appropriate form suitable for both the sender and the recipient is called _____.
12. _____ lists the objective of the meeting, the issues to be discussed, the time of the meeting, the location, the participants and what is expected of the participants.
13. _____ documents decisions and actions items for the purpose of accountability of actions from members, to avoid misunderstanding and to track progress.
14. When you receive a phone call, it is useful to test your understanding occasionally by asking questions and confirming the message to avoid _____.

Continued...

15. Knowing your _____ is an effective way of overcoming anxiety and helps to create better audience's perception.

Question III: True/False Questions (15 marks)

Instructions: Based on the statements given below, write (T) if the statement is TRUE and (F) if the statement is FALSE.

16. You do not need to obtain permission from the referees written in your resume before quoting their names.
17. Your facial expression and your body posture will alter the way you sound on the telephone.
18. Agendas do not have to be circulated in advance of the meeting.
19. The length of time that has been allotted to your talk has no critical implication on what you select for the content of your presentation.
20. You can vary your fonts on each slide to add more impact for your presentation.
21. A person who has a high level of self-esteem, and when combined with prejudice may lead to increased aggression.
22. When speaking to a group, avoid fixing your gaze on one or two people.
23. Medium of communication is the least important element when communicating with one another.
24. In negotiation, the act of being defensiveness shows that he/she is persistent and a goal-oriented person.
25. A good minutes contains provisions for amendments so that the structure and procedures can continually meet the changing needs and purpose of the meeting.
26. In distributive bargaining, the goal of one party is to 'beat' the opposition and both parties are looking for a different outcome.
27. An appropriate greeting during a telephone conversation does not include giving out your name and your job title.
28. The use of "I" and "You" are acceptable in report writing.
29. When trying to resolve an issue with a difficult caller, it is best to say words such as "we will solve the issue immediately" when you know that is not the case at all.
30. The most effective way to reply to a comment written in the feedback form of your restaurant "The service in the restaurant was not very good", "we had to wait half an hour between courses" is by calling the customer personally by phone.

Continued...

SECTION B [15 MARKS]

Instructions: Read the following case study and answer all questions.

Anne Hathaway scheduled a meeting with her department's young creative director, Bradley Cooper. He has recently completed a campaign for a long standing client, Hallmark Inc. Although the campaign was a huge success, the client had complained to Hathaway about Cooper's project management skills. Hathaway has a lot of confidence in Cooper, but because he has had less experience than most, she watched over him more closely. In addition to reviewing the account, she casually checked with some of the team members and some of the clients about Cooper's performance. The feedback was largely negative, but she didn't extend this information to Cooper as she could not afford to lose anymore of her staff due to low salary scheme practiced by the company. Cooper is one of the few who are still loyal. During her meeting with Cooper, Cooper entered the room on cloud nine because of the great work he had done for Hallmark Inc. When Hathaway explained the complaints made by the client, Cooper folded his arms and then turned to the magazine on the table. He read the magazine and checked his phone messages when Hathaway was talking to him. Then, he became defensive when she offered solutions to improve his management skills. Finally, he half-heartedly agreed with her suggestion and stormed out of the office.

1. Communication is the process of sending and receiving messages or transferring information from one part (sender) to another (receiver).
 - a. State who the "sender" and the "receiver" are in the case study. (1 mark)
 - b. Explain the role of the sender and receiver with reference to the case study. (3 marks)
 - c. State the medium of communication chosen by the sender (1 mark)
2. Recognising barriers to communication is the first step in improving communication. Based on the case study above,
 - a. What are the barriers to communication present in the case study (3marks)
 - b. Explain how you can remove these barriers. (2 marks)
3. Interpersonal communication is much more than the explicit meaning of words, the information or message conveyed. It also includes implicit messages, which are expressed through non-verbal communication.
 - a. Identify the parts of non-verbal communication that appeared in the case study. (3 marks)
 - b. Explain the messages that can be interpreted through the non-verbal cues you mentioned in 3 (a). (2 marks)

Continued...

SECTION C [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

You bought a TV a week ago from CERIAMART, the largest retail supermarket in your area. When you got home, you discovered that the TV did not work properly. You called the customer service to report about the problem but you have yet to receive any help.

Write a letter of complaint in about 150-200 words to Mr. Hassan Azhari, The Head of Customer Service for CERIAMART, for the poor service and request him to rectify these mistakes. You may include other necessary details. Use a **FULL BLOCK** open punctuation format.

End of page